

This listing of claims will replace all prior versions, and listings, of claims in the application:

The Status of the Claims:

1. (Currently Amended) A system for estimating a number of times ~~the prevalence of~~ digital content has been displayed via ~~on~~ a network, the system comprising:

an estimating device to determine an estimate of a number of times that a webpage has been accessed;

a prober to repeatedly request the webpage and, in response, receive content files; and

a statistical summarization system including a processor to determine a number of times that a first content object is included in the content files received in response to the requests, determine a total number of times that the webpage has been requested, and estimate the number of times that the first content object has been displayed to visitors of the webpage based on (1) the number of times that the first content object was included in the content files received in response to the requests, (2) the total number of times that the webpage was requested, and (3) the estimate of the number of times that the webpage has been accessed.

2. (Previously Presented) The system of claim 1, wherein the estimating device is to receive the estimate of the number of times that the webpage has been accessed from at least one proxy cache server.

3. (Cancelled).

4. (Currently Amended) The system of claim 1, ~~wherein the~~ further comprising a sampling device that includes:

an extractor to locate a fragment of the web page that includes the first content object; and

a classifier to perform a structural analysis of the fragment to classify the digital content.

5. (Cancelled)

6. (Currently Amended) A method of estimating a number of times the prevalence of digital content has been displayed via on a network, the method comprising:

~~receiving an estimate of a number of times that a webpage has been accessed;~~

repeatedly requesting a the webpage and, in response, receiving content files;

determining a number of times that a first content object is included in the content files received in response to the requests; and

~~determining a total number of times that the webpage has been requested; and~~

estimating, with a processor, the number of times that the first content object has been displayed to visitors of the webpage based on (1) the number of times that the first content object was included in the content files received in response to the requests, (2) a ~~the~~ total number of times that the webpage was requested, and (3) an ~~the~~ estimate of the number of times that the webpage has been accessed.

7-69. (Cancelled)

70. (Currently Amended) A tangible machine readable medium storing instructions that, when executed, cause a machine to at least:

~~receive an estimate of a number of times that a webpage has been accessed;~~

repeatedly request a the webpage and, ~~in response, receiving content files;~~

determine a number of times that a first content object is included ~~in the~~ content files received in response to the requests; and

~~determine a total number of times that the webpage has been requested; and~~

estimate the number of times that the first content object has been displayed to visitors of the webpage based on (1) the number of times that the first content object was included in the content files received in response to the requests, (2) ~~a the~~ total number of times that the webpage was requested, and (3) ~~an the~~ estimate of the number of times that the webpage has been accessed.

71. (Previously Presented) A machine readable medium as defined in claim 70, wherein at least a portion of the estimate of the number of times that the webpage has been accessed is received from a proxy.

72. (Currently Amended) A machine readable medium as defined in claim 70, wherein the instructions stored on the machine readable medium are to be executed by an advertising prevalence system.

73. (Previously Presented) A machine readable medium as defined in claim 70, wherein at least a portion of the estimate of the number of times that the webpage has been accessed is received from at least one panelist computer.

74. (Previously Presented) A machine readable medium as defined in claim 70, wherein the content object is an advertisement.

75. (Currently Amended) A machine readable medium as defined in claim 70, wherein the instructions stored on the machine readable medium cause the machine to estimate the number of times that the first content object has been displayed to visitors by:

determining a rotation rate for the content object by dividing the total number of times that the webpage was repeatedly requested by the number of times that the first content object was included in the content files received in response to the requests; and

determining the number of times that the first content object has been displayed ~~display~~ to visitors ~~visits~~ by multiplying the estimate of the number of times that the webpage has been accessed by the rotation rate.

76. (Previously Presented) A system as defined in claim 1, wherein at least a portion of the estimate of the number of times that the webpage has been accessed is received from a proxy.

77. (Currently Amended) A system as defined in claim 1, wherein the system comprises is an advertising prevalence system.

78. (Previously Presented) A system as defined in claim 1, wherein at least a portion of the estimate of the number of times that the webpage has been accessed is received from at least one panelist computer.

79. (Previously Presented) A system as defined in claim 1, wherein the content object is an advertisement.

80. (Currently Amended) A system as defined in claim 1, wherein the statistical summarization system is to estimate ~~estimates~~ the number of times that the first content object has been displayed to visitors by:

determining a rotation rate for the content object by dividing the total number of times that the webpage was repeatedly requested by the number of times that the first content object was included in the content files received in response to the requests; and

determining the number of times that the first content object has been displayed ~~display~~ to visitors ~~visits~~ by multiplying the estimate of the number of times that the webpage has been accessed by the rotation rate.

81. (Previously Presented) A method as defined in claim 6, wherein at least a portion of the estimate of the number of times that the webpage has been accessed is received from a proxy.

82. (Previously Presented) A method as defined in claim 6, wherein the method is performed by an advertising prevalence system.

83. (Previously Presented) A method as defined in claim 6, wherein at least a portion of the estimate of the number of times that the webpage has been accessed is received from at least one panelist computer.

84. (Previously Presented) A method as defined in claim 6, wherein the content object is an advertisement.

85. (Currently Amended) A method as defined in claim 6, wherein estimating the number of times that the first content object has been displayed to visitors comprises:

determining a rotation rate for the content object by dividing the total number of times that the webpage was repeatedly requested by the number of times that the first content object was included in the content files received in response to the requests; and

determining the number of times that the first content object has been displayed ~~display~~ to visitors ~~visits~~ by multiplying the estimate of the number of times that the webpage has been accessed by the rotation rate.